

CONNECTICUT EXPORT CONNECTION

U.S. Department of Commerce
International Trade Administration



May 2010 Newsletter

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Upcoming Events

Local

- 11 May – [Export Control Seminar](#) – Stamford
18 May – [CBIA Cultural Seminar](#) – Hartford

Regional

- 10 May – [Haiti Reconstruction Event](#) – New York City
7 June – [Export Express to York, Canada](#)
9 June – [Globalizing your Website](#) – Boston

Webinars

- 12 May – [A Basic Guide to Exporting; Resources you should know](#)
18 May – [International Labor, Employment & Immigration Webinar](#)
19 May – [How to Identify International Markets for Your Products and Services](#)
19 May – [Medical Reimbursement and Procurement in the United Kingdom](#)
20 May – [BELGIUM a European Hub For Medical Devices, Enviro Tech, Chemicals and Plastics](#)
25 May – [Selling Cosmetics in China](#)
26 May – [Export Basics: Financing Your Exports and Getting Paid](#)

Special Promotion

Commercial News USA- [Free Arabic Language Translation Offer for the July 2010 Edition](#)

Director's Cut: A Note from the District Director

Dear Exporters;

I am pleased to announce the first edition of a monthly newsletter that will be issued from the U.S. Department of Commerce's U.S. Commercial Service office in Middletown, CT. In March 2010, Deputy Secretary of Commerce, Dennis Hightower, visited Middletown to announce the roll out of President Obama's National Export Initiative with a stated goal of doubling U.S. exports in five years. Our office intends to play a big role in achieving this goal. The best way to reach this goal is to inform the Connecticut business community of the international export opportunities that exist. This newsletter will provide you with foreign market information, tips for doing international business, as well as upcoming events and activities related to international trade. I hope that you enjoy this newsletter and provide comments to us on what information will be useful to you.

Anne S. Evans
District Director, Connecticut
U.S. Department of Commerce



NATIONAL EXPORT INITIATIVE

competitiveness ★ growth ★ jobs

The NEI is a multi-year effort to increase U.S. jobs by increasing the number of companies exporting and expanding the number of markets current U.S. companies sell to. The federal government's trade promotion and export finance agencies are ready to help U.S. businesses large and small meet this challenge.

Over the months and years ahead, the NEI will:

- Work with our Strategic Partners to help companies shipping to only one market expand their sales to new markets.
- Expand the availability of credit for small and medium-sized enterprises (SME's).
- Improve online tools to make information easier to find and faster to use.
- Work to reduce trade barriers that are in your way to increasing your exports.

[Click here](#) to Visit the National Export Initiative Home Page

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Israel Trade Mission Report



From April 6-10, 2010, the Connecticut District Export Council and the U.S. Commercial Service Middletown supported a Trade Mission led by Congressman Joseph Courtney to Israel. The objective of the mission was to capture business for the 18 Connecticut companies that participated in one-on-one meetings with prospective customers in the Middle East. The mission included approximately 100 prearranged business meetings targeted to each U.S. participants' needs; Medical Device and Defense Sector meetings with Israeli Department of Trade; and an Ambassador's reception to network with key Israeli government and industry representatives. Among the companies participating in the trade mission are United Technologies, Gilman Brothers, Applied Physical Sciences Corporation, the Capewell Components Company and the Goodspeed Opera House.



Business Tip of the Month



First impressions can mean everything. International Business often requires personal interaction and personal relationships for success. Nevertheless, whether your website is your client's first impression or if it is the e-mail you've just sent, common mistakes can damage a client's impression of your business. Read more about common business writing mistakes in Steve Strauss' [Four Fatal Online Writing Mistakes](#)."

Want More Customers?

Leveraging your Website to Increase International Sales

Boston, MA June 9-10, 2010

Expert Speakers will discuss cutting edge trends in marketing, social media, search engine optimization, online payment and shipping options for both B2C and B2B firms doing business overseas! <http://www.buyusa.gov/newhampshire/emarketing>.



International Buyer Delegations

Our international offices routinely recruit thousands of qualified foreign buyers, sales representatives, and business partners to U.S. trade shows each year, giving your exhibitors excellent opportunities to expand business globally. This month our international staff is bringing buyers to the following shows:

3 May - [Offshore Technology Conference \(OTC\)](#) - Houston

4 May - [National Hardware Show & Lawn and Garden World 2010](#) - Las Vegas

4 May - [Waste Expo2010](#) - Atlanta

18 May - [Electric Power 2010](#) - Baltimore

18 May - [Textile & Sewn Products Industry Week](#) - Atlanta

22 May - [National Restaurant & Hotel Show](#) - Chicago

Please [contact](#) our office if you are interested in meeting some of these buyers.

Recent Market Research

Plan your market entry the right way – use market research to learn your product's potential in a given market, the best prospects for success, and the market's business practices before you first export. Below is a sample list of Market Research Reports prepared by our International Trade Specialists in April 2010.

- Veterinary Equipment/Supplies – Argentina
- New Customs Union for Kazakhstan, Russia, and Belarus
- Building Products Import to Japan
- Retailing in Brazil
- Austria: Golf Equipment Market Brief 2010
- Hungary: E-Health Market

To access our market research reports, please [click here](#) and register for free. For more information on our market research reports [contact](#) us.

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Contact a [Trade Specialist](#) for more information on any of these events and topics.